



The City of Manchester Health Department Together with Media Power Youth

Cordially invite you to a **FREE** informative workshop
for professionals working with families and children:



“The Effects of Media on Child Health: What We Know, What We Can Do”

When: Friday, October 28, 2011, 8:00 a.m. - 10:30 a.m.
(A healthy breakfast will be provided)





Where: The Derryfield Country Club www.thederryfield.com
625 Mammoth Road, Manchester, New Hampshire

***** Seating is Limited, PRE-REGISTRATION IS REQUIRED *****
Participation is also available by “Live Stream” from your computer.

In September 2011, the City of Manchester Health Department and the Manchester Weed & Seed Strategy released **“The City of Manchester Blueprint for Violence Prevention,”** a set of comprehensive recommendations to create a safer, more resident-driven and involved community. Included is the need for community understanding of media’s role in influencing child health and behavior with approaches to help children and families use media in responsible, healthy ways. To view or download the full report, please visit:

<http://www.manchesternh.gov/website/Departments/Health/Services/NeighborhoodHealth/WhatsNew/tabid/3154/Default.aspx>

This workshop supports this recommendation and provides training for professionals with the following **Learning Objectives:**

-  Explain the connection between media and health and behaviors.
-  Identify current research including the National Institutes of Health-funded study, Measuring Youth Media Exposure (MYME), being conducted in the Manchester School District.
-  Determine what can be done to limit the negative influence of media on children and families, as well as ways to reinforce pro-social media use.
-  Define the role of professionals and the community-at-large in addressing media influences on child health and promoting healthy child development.

KEYNOTE SPEAKER:

Dr. Michael Rich, Director of the Center on Media and Child Health

Dr. Michael Rich, Associate Professor of Pediatrics at Harvard Medical School and Associate Professor of Society, Human Development, and Health at Harvard School of Public Health, and Director of CMCH, the Center on Media and Child Health, Children’s Hospital, Boston, came to medicine after a twelve-year career as a filmmaker. To learn more about his work, please visit www.cmch.tv.

Dr. Rich’s current areas of health research and clinical work bring together his experience and expertise in medicine and media, making him the world’s first “Mediatrician.” He uses scientific evidence about the powerful positive and negative effects of media to advise children and those who care for them on how to use media in ways that optimize their development.





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WORKSHOP PRE-REGISTRATION

TO ATTEND IN PERSON OR TO PARTICIPATE FROM YOUR COMPUTER "LIVE STREAM":

Please email or fax this completed form or questions about the workshop by contacting **Robin Harper, Administrative Services Manager, City of Manchester Health Department** via rharp@manchesternh.gov , fax (603) 628-6004 or phone (603) 626-6003 ext. 302.

*** * * REGISTRATION DEADLINE: Friday, October 21, 2011 * * ***

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I plan to attend in person.

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I plan to participate from my computer "Live Stream."
(Instructions will be sent to you by email once registered)

Name: _____

Job Title: _____

Current Employer: _____

Address: _____

Telephone(s): _____

Email: _____

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Please email me a Certificate of Participation following the event.

TO VIEW THE WORKSHOP AFTER THE EVENT:



Manchester Public Television will be filming the event on site.
To view the workshop on demand, post event, please visit
<http://manchestercommunitytv.pegcentral.com> and click on the
Government Events folder.



Media Power Youth: To view the "Live Stream" recording
following the workshop, please visit www.mediapoweryouth.org.



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October 28, 2011 8:00 a.m. – 10:30 a.m.



WORKSHOP AGENDA

- 8:00 a.m. Breakfast & Sign-In**
- 8:30 a.m. Welcome**
The Honorable Theodore L. Gatsas
Mayor, City of Manchester
- 8:35 a.m. Opening Remarks**
The Honorable John P. Kacavas
United States Attorney for the District of New Hampshire
- Introduction by David J. Mara, Esq.**
Chief of Police, City of Manchester
- 8:45 a.m. Keynote Address - "The Effects of Media on Child Health:
What We Know, What We Can Do"**
- Dr. Michael O. Rich, MD, MPH, FAAP, FSAM**
Director of the Center on Media and Child Health
at Children's Hospital Boston, Harvard Medical School
and Harvard School of Public Health
- Introduction by Timothy M. Soucy, MPH, REHS**
Public Health Director, City of Manchester
- 9:45 a.m. Question & Answer – Ask the “Mediatrician”**
- 10:00 a.m. Translation to Practice – What Works?**
Rona L. Zlokower, MCM
Executive Director, Media Power Youth
- 10:10 a.m. Moving to Action - Participant Discussion**
- 10:20 a.m. Conclusion and Going Forward**

This workshop is generously sponsored by the:

